

# WE GET RETAILERS MUST DELIVER NEW LEVELS OF SAFETY AND CONVENIENCE.

## CDW Curbside Solutions



Given today's explosive demand for safe and easy shopping experiences, it's no surprise that contactless retail has become a top priority for businesses. The "buy online, pick up in store" (BOPIS), curbside pickup and "click and collect" trends all give brick-and-mortar retailers new opportunities to reach and retain customers who might otherwise buy from online-only competitors – and the advantages don't end there.

At the highest level, strategically deployed curbside solutions can help you achieve:



Operational Efficiencies



Agility



Faster Innovation

### Orchestrating the Right Solution

Maximizing the value of BOPIS requires the right approach. CDW's curbside solutions can set you up with everything you need, including:

- Endpoints
- Off-the-shelf or custom software
- Unified endpoint management (UEM) and security solutions
- Wireless connectivity
- Design, orchestration and managed services

When you take advantage of any or all of our curbside solutions and services, you'll be left with a thoughtfully planned system that not only creates a seamless handoff experience for customers but also shortens order lead times and improves your fulfillment capabilities.

### Why CDW for Curbside Solutions?

Our team of more than 20 solution architects and IT support experts can assist you with every stage of your implementation, from device procurement and configuration to day-to-day solution management. And because we offer consolidated procurement, you'll be able to manage all the moving parts of your end-to-end curbside solution under a single contract.



#### Design

Beyond helping you evaluate your current environment, our team can identify which solutions are best suited to your needs and goals.



#### Orchestrate

From providing hardware and software to setting up asset tagging and tracking, we will ensure your rollout runs smoothly and on schedule.



#### Manage

Our managed services team can support mission-critical tasks, such as monitoring, maintenance, reporting and incident management.

### DID YOU KNOW?

Customers have embraced curbside shopping, and although the pandemic ignited early interest in the trend, shoppers' demand for curbside pickup won't fade away when the health crisis passes. In fact, customers are likely to expect retailers to expand their online, BOPIS and in-store capabilities to make shopping even more frictionless.

**208%**

The percentage [increase in curbside orders](#) since the start of the pandemic

**80%**

The percentage of consumers who say they [plan to increase their curbside and BOPIS orders](#) over the next six months

**44%**

The percentage of top 500 retailers with physical stores that [now offer curbside pickup](#)

**62%**

The percentage of online shoppers who have used curbside pickup who [say they had a positive experience](#)



## How Curbside Solutions Meet Your Needs

Our experts understand that each retail organization has unique challenges in mobilizing associates. We can help you evaluate your technology requirements and will work closely with you to design, deploy and manage the right curbside solution.

Business Priority	Solution
<p><b>Improving customer service and retention:</b></p> <p>When your associates have the right tools to meet customers' needs from any location in the store, they'll deliver a seamless, secure, personalized and memorable customer experience every time.</p>	<p>Endpoints help associates enable customer experiences that rival those of your toughest competitors. Solutions include:</p> <ul style="list-style-type: none"> <li>· Smartphones</li> <li>· Mobile touch computers</li> <li>· Tablets</li> <li>· Data-collection</li> <li>· Mobile printers</li> <li>· Ruggedized device scanners</li> </ul>
<p><b>Speeding up transactions:</b></p> <p>Today's shoppers want to pay for their products quickly and securely so they can move on to their next task.</p>	<p>Advancements in retail help ensure in-store and curbside operations run smoothly, but supporting new solutions requires a robust ecosystem of technologies, including:</p> <ul style="list-style-type: none"> <li>· Barcode and QR code scanning</li> <li>· Asset inventory management software</li> <li>· Point-of-sale (POS) processing</li> <li>· System performance reporting and analytics</li> </ul>
<p><b>Protecting customer data:</b></p> <p>Security incidents can lead to financial losses and brand damage, and retailers need a solid partner with the tools to address known risks.</p>	<p>The only way to control a diverse environment and take advantage of today's retail technologies is to embrace a comprehensive risk management strategy, complete with:</p> <ul style="list-style-type: none"> <li>· UEM solutions</li> <li>· Data loss prevention and encryption</li> <li>· Advanced threat detection</li> <li>· Zero-trust security supported by a VPN and software-defined perimeter</li> </ul>
<p><b>Creating operational efficiencies:</b></p> <p>Adding new technologies can streamline store associates' workflows, but it can also create hurdles for the IT staffers who need to plan, deploy, manage and secure the solutions.</p>	<p>A trusted IT partner can deliver the support retailers need to reduce IT workloads while improving performance and reducing risk. CDW services include:</p> <ul style="list-style-type: none"> <li>· Endpoint consultations and procurement</li> <li>· Kitting, configuration and staging</li> <li>· Mobile device management</li> <li>· Device as a Service</li> <li>· Lifecycle management</li> <li>· Support for wireless connectivity</li> </ul>

## CHECKLIST OF QUESTIONS

Ask yourself the following questions as you consider adopting a curbside solution:

### COMMUNICATION

- How will your associates (stockroom employees, pickers, etc.) and customers communicate when out-of-stock and replacement situations occur?
- How will your associates notify customers about the status of orders?
- How can you use omnichannel communication tactics, such as email and push notifications, to communicate better with customers in transit?

### STAGING

- How will you accommodate and track inventory that has been purchased but isn't immediately leaving the store?
- Do you have space for physical distancing in the front and back of the store, in your order staging areas and in your ship-to-store inventory holds?

### CUSTOMER ARRIVAL AND HANDOFF

- How will customers alert you to their arrival?
- What methods will you use to verify customer identity and minimize fraud?
- How will your associates handle orders that require "payment on hand" or facilitate return and refund transactions?
- Are you compliant with the Payment Card Industry Data Security Standard (PCI DSS)? Can your POS system accept chip cards?
- How could your store benefit from setting up self-service lockers, pickup kiosks or smart vending machines to further encourage contactless pickup and improve convenience?

**Ready to transform your customer experience?**  
**Contact your account team to learn more about CDW curbside solutions.**